DataPilot AI Case Study

Executive Summary

This case study outlines how Tech Supersonic helped a D2C home services business overcome fragmented marketing data challenges by implementing a unified marketing analytics BI engine. The solution centralized data from CRM, advertising, and web analytics tools into a standardized schema, enabling actionable insights, improved KPIs, and growth in conversion rates and marketing ROI.

Challenge

The client's marketing data was siloed across platforms like HubSpot, Zoho, GoHighLevel, Google Ads, Facebook Ads, and Segment, leading to inefficient analysis, suboptimal decisions, and inconsistent reporting.

Results

The implementation of the unified marketing analytics BI engine delivered:

- Improved Conversion Rates: 15-25% improvement.
- Reduced Customer Acquisition Cost (CAC): 10-20% reduction.
- Enhanced Customer Lifetime Value (CLTV)
- Scalable Infrastructure
- Data-Driven Decision Making

Solution

Tech Supersonic designed and implemented a unified Marketing Analytics BI engine with these key components:

- **Unified Marketing Analytics Schema:** A standardized schema for ingesting data from all sources.
- **Data Integration:** Data integration into Amazon S3, structured under the unified schema, using AWS Glue and Athena.

- **Dashboard Suite:** Interactive dashboards, including:

  - Funnel Analytics Dashboard
  - Channel Efficiency Dashboard
  - CRM Performance Dashboard
  - Website Engagement Dashboard
  - Predictive Analytics Dashboard

Conversion Rate Optimization Analytics:

- Attribution Analysis
- User Journey Mapping
- Customer Segmentation
- A/B Testing and Experimentation
- Churn Prediction

Conclusion

Tech Supersonic transformed the client's marketing operations from a fragmented, data-siloed environment to a unified, data-driven powerhouse. The solution empowered the client to optimize marketing spend, improve customer experience, and achieve significant gains.